



UNIVERSITI PUTRA MALAYSIA

**ECOTOURISM PROMOTIONAL STRATEGY:
DOMESTIC TOURISTS' INTENTION-TO-REVISIT MODEL
IN KERINCI DISTRICT, JAMBI, INDONESIA**

JOKO PRIHATNO

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By

JOKO PRIHATNO

**Thesis Submitted to the School of Graduate Studies,
Universiti Putra Malaysia, in Fulfillment of the Requirement for
the Degree of Doctor of Philosophy**

October 2003



This thesis is dedicated to:
My beloved wife, Tuti Iriani
My son, Rangga Agung Prabowo
My daughters, Prastiti Laras Nugraheni and Heninda Ambariani
In memory of my loving parents Mudjirah and Slamet Mitro Wihardjo
My father in-law, Drs. Suyadi, MP
My mother in-law, Ibu Sri Rahayu Suyadi
My brothers and sisters

Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfillment of the requirement for the degree of Doctor of Philosophy.

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October 2003

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Studies on intention-to-revisit is important in understanding consumers' (tourists') behavior in relation to their decision to revisit a tourism destination. To determine the factors which influence a tourist's intention to visit an area more than once, a model of intention-to-revisit an ecotourism destination in Kerinci-Jambi was developed and tested using path analysis.

The results of the study indicate that domestic tourists' intention-to-revisit are significantly influence by their accessibility to information sources (from professional advice, advertisement, and other-tourism support), the variety of information sources, tourists' perception, satisfaction, image of the destination, and tourists' preference, simultaneously. The results provided an important tool for the application of an intention-to-revisit model in developing an ecotourism promotional strategy in Kerinci District, particularly, the combination of the promotional components, namely; publicity, advertisements, and personal selling.

Kerinci District attracted a target market of domestic tourists with an average age of 24 years and a monthly average income of US \$80. These domestic tourists observed that Kerinci District has strengths in product characteristics based on nature, serenity, and historical/cultural attractions. Hence, Kerinci is appropriate to be promoted as an integrated ecotourism destination with core attractions that include Kerinci Seblat National Park, complimentary attractions that include Kerinci Lake Festival, and supporting attractions that include features surrounding the park.

The analysis on the effectiveness of the existing promotional programs indicated that the variety of information sources had the highest effect on domestic tourists' intention-to-revisit. The level of accessibility to information sources from other-tourism-support had the second effect on domestic tourists' intention-to-revisit, followed by professional advice, and advertisement which has the lowest effect.

A model of domestic tourists' intention-to-revisit a destination could be used to develop ecotourism promotional strategy in Kerinci District, Jambi, Indonesia.

Abstrak tesis yang dipersembahkan kepada Senat Universiti Putra Malaysia sebagai memenuhi sebahagian keperluan penganugerahan Ijazah Doktor Falsafah

**STRATEGI PROMOSI EKOPELANCONGAN:
MODEL KEINGINAN-MELAWAT-SEMULA BAGI PELANCONG-
PELANCONG TEMPATAN DI DAERAH KERINCI, JAMBI, INDONESIA**

Oleh

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Kajian terhadap keinginan-melawat-semula adalah penting dalam pemahaman perilaku pengguna (pelancong) berhubung dengan keputusan mereka untuk melawat semula sesuatu destinasi pelancongan. Salah satu cara untuk menentukan factor yang mempengaruhi seorang pelawat untuk berkunjung ke satu destinasi lebih daripada sekali lawatan, satu model keinginan-melawat-semula ke destinasi ekopelancongan di Daerah Kerinci, Jambi, telah dihasilkan dan diuji dengan menggunakan analisis lintasan.

Keputusan daripada kajian menunjukkan bahawa keinginan-melawat-semula pelancong tempatan adalah dipengaruhi secara ketara oleh kemudahan mereka untuk mendapat sumber maklumat (daripada nasihat profesional, pengiklanan dan sokongan-pelancongan-lain), kepelbagaian sumber maklumat, persepsi, kepuasan, imej destinasi dan kegemaran mereka, secara serentak. Keputusan dari kajian ini memberikan satu alat penting untuk mengaplikasi satu model keinginan-melawat-semula di dalam pengembangan strategi promosi

ekopelancongan di Daerah Kerinci, terutamanya untuk penubuhan komponen campuran promosi pemasaran melalui publisiti, pengiklanan dan jualan pribadi.

Daerah Kerinci telah menarik satu pasaran sasaran bagi pelancong tempatan dengan purata umur sebanyak 24 tahun dan purata pendapatan bulanan sebanyak US \$80. Plancong tempatan memperkatakan bahawa Daerah Kerinci mempunyai kekuatan bagi ciri-ciri tempat pelancongan berkenaan dengan tarikan alam semulajadi, ketenangan dan sejarah/budaya tempatan. Oleh itu, Daerah Kerinci boleh dipromosikan sebagai satu destinasi ekopelancongan berintegrasi dengan tarikan utama di dalam Taman Negara Kerinci Seblat, tarikan tambahan di Festival Tasik Kerinci, dan tarikan sokongan di persekitaran Taman Negara tersebut.

Keberkesanan program promosi yang sedia ada menunjukkan kepelbagaian sumber maklumat mempunyai kesan secara tidak langsung yang tertinggi pada keinginan-melawat-semula pelancong tempatan, diikuti dengan sumber maklumat sokongan-pelancongan-yang lain, nasihat profesional, dan pengiklanan dengan kesan yang terendah.

Satu model keinginan-melawat-semula bagi pelancong tempatan ke sesuatu destinasi boleh digunakan untuk menghasilkan strategi promosi ekopelancongan di Daerah Kerinci, Jambi, Indonesia.

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I certify that an Examination committee met on October 3, to conduct the final examination of Joko Prihatno on his Doctor of Philosophy thesis entitled "Ecotourism Promotional Strategy: Domestic Tourists' Intention-to-Revisit Model in Kerinci District, Jambi, Indonesia" in accordance with Universiti Pertanian Malaysia (Higher Degree) Act 1980 and Universiti Pertanian Malaysia (Higher Degree) Regulations 1981. The Committee recommends that the candidate be awarded the relevant degree. Members of the Examination Committee are as follows:

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DECLARATION

I hereby declare that the thesis is based on my original work except for quotations and citations which have been duly acknowledged. I also declare that it has not been previously or concurrently submitted for any other degree at Universiti Putra Malaysia or other institutions.



JOKO PRIHATNO

Date: 3 October 2003

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CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Domestic tourists are one of the target markets in developing the tourism industry in Indonesia. In addition to foreign tourism, domestic tourism sector can be an important alternative to increase income for the country. Inter-Province domestic tourism encourages the expenditure of money, thus creating a stable circulation and flow of currency into these provinces which are involved in the tourism trade. Traders who profit from tourism also use the money to buy additional raw materials, thereby opening job opportunities for those who need income. Domestic tourists sector can also reinforce its influence to curb the current economic crisis in Indonesia. This is in line with the government policy to encourage the local tourist movement in their own country. Foreign tourism may not be one of the economic boosters of the tourism industry but the movement of the domestic tourists from one province to another displays a significant growth to increase the use of disposable income.

The World Tourism Organization (2000) predicted that world tourists would increase from 692 million to 1.6 billion people in 2000 to 2020, with a spending rate of about US\$ 1.5 billion to US\$ 2.0 trillions, respectively. The WTO predicted that international travel will grow at 4.1% annually until 2020

(Rosabal, 2002). The arrival of foreign tourists to Indonesia reached 5.2 million with a foreign exchange of US\$ 5.4 million in 2002 (Anonymous, 2000d).

Economically, the contribution of the tourism industry to the Indonesian government's income covered around 7.8% and 10.6% of the Indonesian total export earnings in 1991 and 1993, respectively. Tourism sector was ranked fifth after textile, oil, timber and gas as the income earner of the country (Travel and Tourism Intelligence, 1996). The tourism sector still continued to play its role until 1997 with the average foreign exchange earnings of about 10% of the country's economy. This contribution however, has decreased after the economic turbulence in 1998.

In 1997, Indonesia generated US\$ 6.2 million of revenue from 5.2 million foreign tourists with the average of US\$ 110 per day within 11 days. Since the economic crisis in 1998, Indonesia experienced a negative growth, the number of foreign tourists decreased about 11% or equivalent of 4.6 million tourists from previous year.

The crisis and unstable political environment in Indonesia had to a certain extent discouraged foreign tourists from visiting Indonesia. As an alternative solution, the tourism industry started to focus on domestic tourists. As observed, the number of domestic tourists in Indonesia increases rapidly and plays an increasingly important role in tourism industry development (Ardika, 2000). These figures were expected to increase from 128.5 to 135.8 million in

2001 and 2004, respectively. Therefore, the domestic tourists possessed the potential to increase contribution to the economy besides foreign tourists.

Indonesia an archipelago with 17,508 islands, is considered a mega-biodiversity country. This biodiversity comprises 10% of the flowering flora in the world, 12% of mammals, 16% of amphibians and reptiles, 17% of birds, 25% of fishes and 15% of insects. In addition, Indonesia has over a hundred million hectares of forest, 30 million hectares of which are protected forest, around 7.3 million hectares are nature conservation area, and over 15 million hectares are nature preservation area comprising of national parks, grand forest parks and nature recreation parks. Moreover, Indonesia consists of a diverse culture, which includes ethnicity, religion, tradition and all other dimensions of culture. These potential values of nature, culture and mega-biodiversity provide a basis for developing ecotourism in Indonesia.

Based on Bali Declaration signed on July 5, 1996, 61 regions were considered as potential Ecotourism Destination Regions (EDR) in Indonesia. Among the 61 potential ecotourism sites 8 are considered priority areas, namely; Sumatra (Kerinci Seblat National Park in Kerinci District, Jambi Province), Java (Borobudur), Bali (Bedugul), East Nusa Tenggara (Komodo National Park), Borneo (Tanjung Puting National Park), Celebes (Toraja and Takabonerate National Park), Molucas (Lease Archipelago), and Irian Jaya (Padaido Archipelago) (Jazanul and Soekirman, 2003).

As an ecotourism destination, Kerinci District possesses a lot of natural and cultural attributes, such as Kerinci Seblat National Park and the natural/cultural attraction surrounding the park, local culture, weather, infrastructure, Kerinci Lake Festival, Indonesian Independence Day ceremony in Kerinci mount, business and accommodation facilities. The drawback however is the number of visitors which reached only 5,317 tourists in 1997 as Kerinci was not popular especially among the domestic tourists. This situation had motivated the government to arrange for rescue programs in Kerinci District, Jambi, particularly to formulate ecotourism policy and action plan in 1998.

In 1998, Kerinci District became the first priority in ecotourism development in Jambi, as decided by the National Tourism Government with number: 118/M-PSB/1998 dated 24th July 1998. The District promoted Kerinci as being rich with nature and culture tourism, especially because of the Kerinci Lake Festival I in 1998.

1.2 Problem Statement

The festival was an extraordinary program to increase the number of visitors in Kerinci District as compared to non-festival days. The organizing committee of Kerinci Lake Festival had recorded the number of visitors to about 120,000 domestic tourists. Kerinci Lake Festival II in 2001 had also increased the number of visitors to 220,000 domestic tourists. In 2001, the number of tourists in Kerinci increased the revenue in one year's movement to US \$ 2.4 million.

These phenomena indicated that Kerinci had succeeded festival program to promote the destination. Hence, the destination had attracted the attention of domestic tourists.

The District Autonomy regulation has divided the authority into the central and local government. One of the central government tasks and autonomy that had been delegated to the local government is the tourism marketing plan. Hence, the local government should be active and proactive to get the tourism market opportunities especially through the marketing plan. The attractive destinations and successful marketing produced a positive impact especially in increasing the number of visitors.

A good combination of various promotional activities is important to promote Kerinci as ecotourism destination effectively. Currently, there are several promotional activities which done independently by various agencies or institutional. Therefore, integrated programs, methods and materials of promotion should be considered in the strategic promotional plan. It may guide all stakeholders to conduct promotional activities, comprehensively.

Before festival, various promotional activities were implemented to inform the potential or existing visitors. The institution of the district implemented tourism promotion activities using print media, mass media, electronic media, schools, websites, publication and personal selling, sporadically. Every institution promoted its business individually. Hence, there was no synergy to create a

good promotion. Several indicators showed the promotional activities were not easy accessible. These were not adequately explanatory to inform the tourists. The promotional activities before festival are not effective. Whereas, combination among promotional activities in Kerinci Lake Festival and Indonesian's Independence Day are successful program to promote Kerinci as a destination. This is so because of inefficient promotional activities. Thus, Kerinci is needed to evaluate regarding its existing promotion activities. Kerinci does not have accurate information to formulate the promotional strategic plan.

Another problem is the lack of information on the socio-demographic profiles of the tourists and the factors that influence their visitation. The factors consist of the following; information sources or promotion activities, perception, affective evaluation, image, satisfaction, and preference, which are important in understanding tourists' behavior. Hence, the management can anticipate the success of the next program by using promotional strategy to increase the number of visitors.

The promotion elements (advertising, personal selling, publicity, and sales promotion activities) inform or persuade existing or potential tourists to visit the destination (Heath and Wall, 1992). The promotional strategy plays a significant role in marketing, hence, promotion is a key marketing mix in increasing the number of visitors. Arranging the promotional strategy appropriately is not easy. The marketing promoter should understand tourists' behavior especially the relationship among existing promotion program, visitation, satisfaction,